INFORMATION LETTER

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Advance Copies of Article Featuring Canned Foods

An eight-page brochure reproducing the September 19 *American Weekly* two-page feature, "Entertain Wonderfully with Dinners from Cans," by Amy Alden, food editor, was mailed August 9 to N.C.A. members.

The recipe feature, illustrated with photographs of the food shown appetizingly in full color, is headlined, "For this way the great chefs of the food companies do all the basic work for you. You simply add your individual touches—and serve." An impressive number of canned foods appear in the recipes.

The promotion of this feature is a joint one between N.C.A. and *The American Weekly*. In addition to these full color leaflets announcing the promotion to all canners, brokers, wholesalers and leading retailers, N.C.A. is setting up test store promotions with retail organizations in 17 cities which coincide with *American Weekly* distribution. For these test stores, banners, posters and recipe leaflets on the themes of "Harvest Festival of Canned Food Values" and "Entertain Wonderfully with Dinners from Cans" will be provided. Store checks on product movement will follow the promotion. N.C.A. is also supporting the promotion editorially, with a specially prepared television kit for food program telecasters in about 100 cities.

The American Weekly is nationally distributed as the Sunday magazine supplement to 28 large circulation daily newspapers. It is estimated that over 21,000,000 people will read the September 19 issue and will see this canned food feature article. The early mailing of preprints to canners, brokers, wholesalers and retailers will enable canners to take advantage of this special merchandising feature which has been developed through the N.C.A. Consumer and Trade Relations program.

Conferees Agree to Senate Action on Marketing Orders for Grapefruit

Conferees on the general farm bill on August 13 agreed to include in their conference report the Senate-passed provision adding grapefruit for canning and freezing to the commodities subject to marketing order control.

The Senate approved this proposal shortly before passing the farm bill August 10, sending it to conference after a week of debate. The Senate also adopted a provision that would eliminate doubt about the authority of the Secretary of Agriculture to control production on acres diverted from price-supported commodities.

Primary issues before the conference committee are the level of price supports on dairy products, a commodity program for the dairy industry, and a two-price plan for wheat. The general level of price supports is not at issue; both the House and Senate approved flexible supports ranging from 82½ to 90 percent of parity for the 1955 crops of five basic commodities.

N.C.A. Issues Revised Booklet on All Phases of Canning

The Canning Industry, a 36-page illustrated booklet, has just been reissued by the N.C.A., in its second edition. As prepared by the Information Division, which distributed copies this week to the membership, the booklet is written to present in lay language and for general understanding the importance and the contribution to living standards and general public service made by this industry and its products.

It contains chapters covering each of the individual phases of canning activity — history, economic importance, scientific basis of product, container and process, raw product phases, factory procedure and equipment, distribution and buying, nutritive values, best use of canned foods.

The net effect of the text of this publication is that canned foods are high in quality, nutrition, value, and—above all—public service.

The booklet was created to implement the Association's continuing and expanding program of increasing the

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Standard of Identity for Tomato Catsup

An order permitting the use of corn syrup in the manufacture of catsup has been issued by the Secretary of Health, Education, and Welfare. Text of the order is reproduced on page 271.

USDA Measures Decline in Farm Prices and Retail Prices

Prices received by farmers for food products during the second quarter of 1954 were 3 percent lower than in the same period of 1953, according to a report by the Agricultural Marketing Service, USDA, on *The Marketing and Transportation Situation*.

In contrast to the statement made in the report recently prepared by the House Committee on Agriculture, USDA states that most of the decline in farm prices was passed on to consumers.

According to USDA, the cost of the farm food "market basket" during the April-June quarter of this year was at an annual average rate of $987 compared with $998 a year earlier, a decline of $11. The farm value of the "market basket" was $433 this year compared with $448 a year ago, a decline of $15. Hence, $11 of the $15 decline in farm value was passed on to consumers.

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Industry Man Takes Office as Head of BDSA Food Division

John S. Vander Heide was sworn in August 10 as Director of the Food Industries Division of the Business and Defense Services Administration, U. S. Department of Commerce. He is on leave from his post as president of the Holland-American Wafer Co., Grand Rapids, Mich.

Mr. Vander Heide is the first industry man to head the Food Industries Division. Since last fall when the unit was made a part of the BDSA, Jacob Shaffer, a government career man, has been both Acting Director and Deputy Director.

Mr. Vander Heide is serving without compensation. He will be in Washington for a period of six months under the rotation plan which provides for a loan of industry officials to head the industry divisions. In general, the deputy directors are career employees who provide continuity of management.

Mr. Vander Heide is president of the Biscuit and Cracker Manufacturers Association and is a member of the national affairs committee of the American Bakers Association.

Administration Statement of Policy on Standby Controls

N.C.A. has received from the Business and Defense Services Administration, U. S. Department of Commerce, a letter intended to clarify the Administration's policy with respect to enactment of standby controls legislation. Following is the text of the letter:

Because there have been numerous inquiries to BDSA concerning the Administration's policy with respect to the enactment of "standby" controls legislation, I thought you might appreciate a statement of clarification from this office.

The Office of Defense Mobilization has recently issued a statement on the Administration's policy with respect to the enactment of "standby" controls legislation in the areas of price, wage, rent and credit, as follows:

"1. During the last session of Congress, this Administration opposed the enactment of legislation that would provide us with 'standby' controls in the price, wage, rent and credit areas.

"2. At the same time, however, we stated that we would go to work on the problem and would be in a position to present specific recommendations to the Congress in the event an emergency should develop.

In this connection we indicated that in all probability we would request immediate authority to impose a 90-day freeze, and that we would then be ready to work with the Congress on proposed legislation that would provide the statutory basis for our operation after the 90-day freeze.

"3. This Administration has done what we said we would do, namely, we have been working on the recommendations that we would make for controls if an emergency situation should develop.

"4. We will not raise with the Congress the issue of economic controls unless the President decides that the international situation makes it necessary for him to ask the Congress for additional authority to deal with the situation."

This statement of policy may be used in answering any questions you receive on this subject from members of your industry and is being made available so that your response to inquiries may be consistent with the facts as to the government's position.

We are making every effort to reassure industry that there is no present program for the legislation required to authorize the imposition of controls.

Farm Prices and Retail Prices

(Concluded from page 265)

(The "market basket" represents the average quantity of farm-produced food products purchased for consumption at home by urban wage earners and clerical worker families in 1952. It does not include imported foods, fishery products, or other foods of nonfarm origin or the cost of meals purchased in eating places, all of which are included in the BLS retail price index for all foods. The comparison between farm value and retail costs therefore is valid.)

The following table shows the retail cost, farm value, and the marketing margin for foods in the "market basket," with comparisons:

	April-June 1953	April-June 1954	Change
Retail cost	$998	$987	−$11
Farm value	$448	$433	−$15
Marketing margin	$550	$554	+$4

The USDA report points out that the marketing margin for farm food products, although slightly higher than a year ago, has been relatively stable since mid-1952. Over that period, the quarterly average marketing margin has varied within a range of 2 percent, while margins for individual products have changed considerably. Apparently, increases in wage rates of labor and in costs of other items have been offset by greater output per manhour, improvements in efficiency, and other economies.

Reductions in the retail costs of dairy products, poultry and eggs, and fruit and vegetable groups were nearly offset by increases for meat products, bakery and cereal products, and fats and oils.

Charges for processing, transporting, and distributing farm-produced food products, as measured by the margin between the farm value and the retail cost of the "market basket," were about one percent higher in the second quarter than a year earlier. Margins were larger for all commodity groups except fruits and vegetables. Changes from the first quarter of this year were small and about offset each other.

Of the six canned items included in the "market basket" only one, beans with pork, showed an increase in retail price from a year ago. Canned tomatoes decreased in price 1 percent, canned peaches and canned corn decreased 4 percent, and the other two items, orange juice and peas, are essentially unchanged.

In net farm value, three of the canned items, orange juice, peas, and beans with pork, showed increases while the other three items showed decreases. A comparison of the retail cost and the net farm value for each of the six canned items in the "market basket" is shown in the following table:

Item and Can Size	Retail Cost		Farm Value	
	April-June 1953	April-June 1954	April-June 1953	April-June 1954
	(cents)	*(cents)*	*(cents)*	*(cents)*
Peaches (No. 2½)	34.0	32.8	6.1	5.2
Orange juice (46-oz.)	33.4	33.5	9.3	9.4
Corn (No. 303)	19.0	18.3	3.0	2.9
Peas (No. 303)	21.2	21.3	3.1	3.2
Tomatoes (No. 2)	17.5	17.3	3.3	3.1
Beans with pork (16-oz.)	14.2	14.5	2.9	3.1

The following table shows the percentage change in retail cost, farm value, and marketing margin from the second quarter of 1953 to the second quarter of 1954 for each of the canned items:

Item and Can Size	Retail cost	Farm value	Marketing margin
	(percent)	*(percent)*	*(percent)*
Peaches (No. 2½)	−4	−15	−1
Orange juice (46-oz.)	(a)	+1	0
Corn (No. 303)	−4	−3	−4
Peas (No. 303)	(a)	+3	0
Tomatoes (No. 2)	−1	−6	0
Beans with pork (16-oz.)	+2	+7	+1

(a) Less than 0.5 percent.

Snap Beans for Processing

Snap bean production prospects declined about 3 percent during July and on August 1 a total of 335,520 tons was indicated, according to the Crop Reporting Board. This compares with a production of 304,580 tons in 1953 and an average of 232,300 tons for the 1943-52 period.

The August 1 indicated yield is 2.15 tons per acre. This compares with 2.17 tons obtained in 1953 and an average of 1.84 tons for the 1943-52 period. Georgia and South Carolina are the only states showing improvement during July in yield prospects in the late fields.

State	10-year ave. 1943-52	1953 Revised	1954 Indicated
	(tons)	(tons)	(tons)
Maine	6,100	6,900	5,300
New York	36,800	57,100	61,200
Pennsylvania	7,000	12,600	10,100
Michigan	8,900	14,700	13,700
Wisconsin	16,500	23,300	30,200
Missouri	1,000	.....	300
Delaware	2,300	3,000	2,700
Maryland	15,600	17,600	13,000
Virginia	4,900	9,000	6,400
North Carolina	3,000	6,000	4,500
South Carolina	2,200	400	600
Georgia	1,400	200	300
Florida [1]	15,800	29,980	30,600
Tennessee	7,900	12,000	10,200
Mississippi	1,800	1,100	1,700
Arkansas	12,200	1,000	3,600
Louisiana	1,600	600	1,400
Oklahoma	4,800	700	2,400
Texas	10,200	9,100	8,400
Colorado	4,200	5,400	5,600
Utah	1,900	2,500	2,600
Washington	9,000	8,400	11,500
Oregon	39,800	55,100	77,600
California	8,700	14,100	19,800
Other states [2]	8,000	13,800	11,820
U. S. Total	232,300	304,580	335,520

[1] Sum of estimates by seasonal groups. [2] Ala., Idaho, Ill., Ind., Iowa, Ky., Minn., Mont., Nebr., N. H., N. J., N. M., Ohio, Vt., and Wyo.

Tomatoes for Processing

The August 1 indicated production of tomatoes for processing is 2,538,050 tons, according to the Crop Reporting Board. This is about 21 percent less than the 1953 production of 3,228,830 tons and 16 percent less than the 10-year average production of 3,038,600 tons.

The 1954 preliminary estimate of acreage for harvest is 260,200 acres. This compares with 295,100 acres harvested in 1953 and the average of 448,500 acres. In arriving at the acreage for harvest in 1953, allowances were made by states for abandoned acreage about in line with average losses for recent years.

The August 1 indicated yield is 9.75 tons per acre. This compares with 10.94 tons obtained in 1953 and the average of 6.99 tons for the 1942-53 period.

State	10-year ave. 1943-52	1953 Revised	1954 Indicated	Percent change from 1953
	(tons)	(tons)	(tons)	
N. Y.	169,500	176,000	115,200	−35
N. J.	219,600	209,200	154,100	−48
Pa.	168,000	208,300	129,000	−38
Ohio	179,600	234,300	148,000	−37
Ind.	339,500	304,200	236,000	−22
Ill.	73,100	113,300	90,000	−21
Mich.	49,600	76,300	51,000	−33
Wis.	8,500	10,400	7,600	−27
Iowa	10,700	10,900	8,200	−25
Mo.	20,600	2,600	4,000	+54
Del.	40,400	26,700	15,000	−44
Md.	191,900	126,000	80,500	−36
Va.	92,000	42,900	48,000	+12
S. C.	3,500	1,600	1,600	....
Fla. [1]	15,900	28,430	30,150	+6
Ky.	8,200	5,600	3,000	−46
Tenn.	8,800	900	3,000	+233
Ark.	24,900	4,000	3,800	−5
Okla.	3,100	.....	300	....
Texas	56,400	8,000	14,000	+75
Colo.	27,300	27,300	17,600	−36
Utah	73,200	100,800	57,000	−43
Calif.	1,236,500	1,411,000	1,312,500	−7
Other states [2]	17,700	10,100	8,500	−16
U.S. Total	3,038,600	3,228,830	2,538,050	−21

[1] Sum of estimates by seasonal groups. [2] Ala., Ariz., Conn., Ga., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Ore., Wash., and W. Va.

Sweet Corn for Processing

A total of 1,330,400 tons of sweet corn for processing is indicated for 1954, on the basis of August 1 reports received by the Crop Reporting Board. This prospective 1954 production is about 12 percent less than the 1953 production of 1,519,000 tons but 10 percent above the 1943-52 average of 1,205,400 tons.

The 1954 preliminary estimate of acreage for harvest is 465,050 acres. This compares with 506,940 acres harvested in 1953 and 467,630 acres for the 10-year average. In arriving at the estimate of acreage for harvest this year, an allowance was made for abandoned or unharvested acreage about in line with the average loss for recent years.

A yield of 2.86 tons is indicated for 1954, on the basis of August 1 reports. This compares with 3.00 tons obtained last year and the 10-year average of 2.59 tons.

State	10-year ave. 1943-52	1953 Revised	1954 Indicated	Percent change from 1953
	(tons)	(tons)	(tons)	
Maine	32,800	35,900	18,700	−48
N. H.	1,300	2,400	1,600	−33
Vt.	2,200	2,500	1,800	−28
N. Y.	63,400	81,500	60,400	−26
Pa.	25,500	24,400	18,000	−26
Ohio	43,700	35,600	23,500	−34
Ind.	64,200	62,000	50,400	−19
Ill.	173,100	215,400	182,700	−15
Wis.	230,600	328,300	302,400	−8
Minn.	221,800	258,200	288,300	+12
Iowa	88,200	72,400	72,800	+1
Del.	10,900	13,200	7,000	−47
Md.	81,600	83,600	78,000	−7
Va.	1,700	2,600	2,500	−4
Idaho	30,500	57,800	48,200	−17
Utah	16,200	28,800	23,400	−19
Wash.	48,300	93,100	68,800	−26
Ore.	37,400	78,300	57,000	−27
Other states [1]	32,000	43,900	24,900	−43
U.S. Total	1,205,400	1,519,900	1,330,400	−12

[1] Ark., Calif., Colo., Mich., Mont., Nebr., N. J., Okla., S. D., Tenn., Texas, and Wyo.

Vegetables for Processing—Indicated Production

The indicated 1954 production of 4.82 million tons of six important vegetables for commercial processing is about 16 percent below the 5.73 million tons for 1953 and 5 percent below the 1942-53 average of 5.08 million tons, according to the Crop Reporting Board.

For the country as a whole, the August 1 condition of green lima beans, beets for canning, cucumbers for pickles, and pimientos is below that for the same date last year. The condition of all of these crops, except green lima beans, is also below average for August 1. The pimiento crop in the Southeast was damaged by drought during July. Picking got under way in the latter part of July and was to become active early in August.

Crop	Production: 1954 Indicated	Percent change from 10-year ave. 1943-52	Percent change from 1953 Revised
	(tons)		
Snap beans	335,520	+44	+10
Cabbage for kraut	100,700	+11	−22
Sweet corn	1,330,400	+10	−12
Peas	443,450	+2	−4
Spinach (winter and spring)	75,740	−7	−15
Tomatoes	2,538,050	−16	−21
Total six crops	4,823,860	−5	−16

Cabbage for Kraut

The August 1 indicated contract production of cabbage for sauerkraut is 100,700 tons, according to the Crop Reporting Board. This compares with 129,150 tons in 1953 and the 10-year average of 90,400 tons. These estimates relate to production from acreage grown by kraut packers on their own or leased land as well as production from acreage grown under contract but they do not include open market purchases of cabbage for kraut manufacture.

The contract acreage for harvest this year is about 8 percent less than the 11,330 acres harvested under contract in 1953 but exceeds by 11 percent the 10-year average contract acreage of 9,320 acres. The August 1 indicated yield on this acreage is 9.71 tons. This compares with 11.40 tons obtained last year and the average of 9.56 tons.

Last year kraut packers purchased 83,450 tons or about 39 percent of their total supplies on the open market. The 10-year average open-market purchases amount to 86,700 tons or about 49 percent of the total supplies for kraut.

The summer and early fall cabbage areas, which provide the bulk of the supplies for sauerkraut, are expected to produce 15 percent less cabbage for all purposes in 1954 than last year. Deducting the production forecast for the acreage contracted for sauerkraut leaves 606,400 tons of cabbage for fresh market outlets and for open market purchase by kraut manufacturers for this year. This indicated supply for 1954 is 13 percent less than the 699,850 tons available from the 1953 crop for fresh market and open market purchase in these areas. These figures include both domestic and Danish (storage-type) cabbage.

State	1953 Total [1] Revised	Contract [2] 1953 Revised	Contract [2] 1954 Indicated	Percent change from 1953
	(tons)	(tons)	(tons)	
New York	90,800	36,300	18,000	−27
Ohio	21,800	21,800	14,000	−17
Indiana	8,600	8,600	8,800	−17
Illinois	1,200	.....	.....	....
Michigan	3,000	2,600	2,400	+4
Wisconsin	55,000	36,200	29,700	−8
Minnesota	800	600	400	−6
Colorado	1,900	1,500	600	−37
Washington	4,000	3,800	4,500	+3
Other states [3]	25,500	17,750	22,000	+8
U. S. Total	212,600	129,150	100,700	−15

[1] Total production includes tonnage obtained from contract acreage (footnote 2) and tonnage purchased on the open market. [2] Contract acreage includes acreage grown by packers on own or leased land as well as acreage under contract with growers. [3] Fla., Iowa, Md., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, and Wis.

Deciduous Fruit Prospects

Prospects for deciduous fruits declined only about one percent during July and remain slightly higher than in 1953, although 8 percent below average, according to the Crop Reporting Board of USDA.

Apples

The August 1 commercial apple forecast of 101,521,000 bushels is 9 percent larger than the 1953 production but is 4 percent below the 1943-52 average. Eastern states have about 48 percent of the 1954 production compared with the average of 41 percent; Western states have only 36 percent of the 1954 crop compared with 41 percent for the average; the Central states, with nearly 16 percent of production, have about their usual share of the crop.

Fruit in the Eastern states is reported clean and of good quality. Production in New York, at 15,334,000 bushels, is 17 percent above last year, and in Pennsylvania, at 5,530,000 bushels, is up 35 percent.

Prospects deteriorated in the Central states during July because of drought and hot weather. Ohio expects a crop of 2,880,000 bushels, 10 percent larger than last year, but the forecast for Michigan, at 5,650,000 bushels, is 31 percent below 1953.

In the Western states prospects are slightly less favorable than a month earlier. A late bloom, followed by a long period of cool, wet weather in Washington, have been retarding factors in the development of the crop and it appeared that the main harvest would be 5 to 15 days late. The crop in Washington is indicated at 22,000,000 bushels, down 10 percent from last year. The 2,565,000 bushels indicated for Oregon is 26 percent greater than last year. In California, where the 8,450,000 bushels expected on August 1 would be 17 percent more than in 1953, harvest of Gravensteins began about mid-July.

Area	1953	1954 Indicated	Percent change from 1953
	(thousand bushels)		
North Atlantic states	27,264	30,235	+11
South Atlantic states	11,584	18,710	+62
North Central states	17,032	14,530	−15
South Central states	747	1,115	+49
Western states	36,250	36,931	+2
U. S. Total	92,877	101,521	+9

Apricots

Production of apricots is estimated at 159,700 tons, only about two-thirds as large as the 1953 crop and about three-fourths of average. Harvesting is completed in California, with final outturn expected to be considerably below earlier prospects.

In Washington, hail damaged fruit in the Wenatchee Heights district. For the state as a whole, however, the crop is turning out somewhat above earlier appraisals. The Utah crop is nearly all harvested. Fruit ripened rapidly and harvest was rushed with some loss because of dropping from trees.

State	1953	1954 Indicated	Percent change from 1953
	(tons—fresh basis)		
California	230,000	145,000	−37
Washington	12,200	9,800	−20
Utah	800	4,900	+512
Total three states	243,000	159,700	−34

Peaches

Production this year—now forecast at 62,103,000 bushels—is slightly lower than prospects on July 1 and is the smallest peach crop since 1950. Harvesting is under way in the Middle Atlantic states (N. J., Pa., Va., W. Va., Del., Md.), with the production in this area expected to be 6 percent above last year and only slightly lower than estimated last month. In general, the eastern producing areas have a good quality crop and production is fully up to earlier expectations.

Prospects on August 1 for the California clingstone crop were slightly lower than a month ago. Production at 20,918,000 bushels is about the same as the 10-year average but is below last year's output by 8 percent. California production of freestone peaches is expected to be around 12,459,000 bushels. The crop is progressing evenly but fruit is sizing slowly.

State	1953	1954 Indicated	Percent change from 1953
	(thousand bushels)		
New York	1,247	1,032	−17
New Jersey	1,586	1,520	−4
Pennsylvania	2,080	2,340	+12
Illinois	1,080	1,100	+2
Michigan	2,870	2,507	−13
Virginia	1,240	1,200	−3
South Carolina	3,536	3,450	−2
Georgia	3,312	2,940	−11
Alabama	1,000	1,130	+13
Colorado	1,312	2,024	+54
Washington	1,070	1,050	−37
California, all	22,252	33,377	....
Clingstone	22,626	20,918	−8
Freestone	10,626	12,459	+17
Other states	9,148	7,116	−22
U. S. Total	64,473	62,103	−4

Pears

The pear crop is placed at 29,151,000 bushels. This is 1 percent more than forecast a month ago. Production of Bartletts in the Pacific Coast states is placed at 15 percent above last year and 4 percent above average.

In California, Bartletts have made good development. Harvest of Bartletts started the first week of July and shipments to date have been heavy. A large portion of the Hardy crop is again expected to be used by canners. Harvest of Bartletts is expected to start about mid-August in the Rogue River Valley and a week later in the Hood River Valley. In Washington, Bartletts have sized well and quality of the crop is good. Very little frost-marked fruit is noted this year.

In New York, prospects are only fair. A few localities indicate a good crop of Bartletts but generally this variety is light.

State	1953	1954 Indicated	Percent change from 1953
	(thousand bushels)		
New York	462	285	−38
Michigan	1,200	747	−41
Washington, all	6,470	5,370	−17
Bartlett	4,680	4,000	−15
Other	1,790	1,370	−23
Oregon, all	5,925	3,185	−46
Bartlett	2,367	1,133	−52
Other	3,558	2,052	−42
California, all	12,084	16,710	+38
Bartlett	10,251	14,710	+43
Other	1,833	2,000	+9
Other states	2,880	2,854	−7
U. S. Total	29,081	29,151	....

Sweet Cherries

The sweet cherry production is estimated at 88,040 tons, about 4 percent below last year and 5 percent below average. The crop turned out much above earlier expectations in Oregon and production for the nation is 9 percent above the July 1 forecast. Harvest, except for a few late areas and for the late varieties, was over by August 1.

Weather conditions during harvest were favorable and the quality of the crop was very good. Generally, sizes averaged larger than expected earlier, although some small cherries were harvested in the Wenatchee district. In the Ontario district of New York, production was very satisfactory, while in the Hudson Valley the crop was very light. In Michigan, heavy rains in the southwestern area during early July caused some reduction from earlier prospects there.

Sour Cherries

The sour cherry crop is estimated at 103,720 tons—28,290 tons below the 1953 production and 4,230 tons below average. The forecast for July 1 was 106,290 tons. Most of the decline occurred in Michigan and Wisconsin, where the outturn was below the expectations of a month ago.

In southwestern Michigan, the crop sized well and production was about the same as last year. In the central western area, production was above 1953. In northwestern Michigan, where the crop was light and varied considerably, the turnout was below earlier expectations. The Wisconsin crop was also below earlier expectations. In New York the crop turned out slightly larger than estimated on July 1 despite some local damage from hail and high winds. In Pennsylvania, harvest was completed by late July. Production in Erie and York-Adams areas exceeded earlier expectations. The Ohio production was a little below earlier estimates. In Colorado, Utah, Washington and Oregon, weather conditions during July were favorable for sizing and cherries were generally of good quality.

State	Sweet Varieties			Sour Varieties		
	1953	1954 Preliminary	Percent change from 1953	1953	1954 Preliminary	Percent change from 1953
	(tons)	(tons)		(tons)	(tons)	
New York	3,200	4,200	+31	21,600	23,900	+11
Pennsylvania	500	900	+80	6,200	9,400	+52
Ohio	370	390	+5	1,230	1,360	+11
Michigan	9,100	8,200	−10	76,500	47,000	−39
Wisconsin	.....	.....	....	18,500	11,000	−41
Great Lake states	13,170	13,690	+4	124,030	92,660	−25
Montana	2,020	2,600	+29	180	310	+72
Idaho	1,380	2,900	+110	450	650	+44
Colorado	130	1,050	+708	750	1,700	+127
Utah	1,150	4,000	+248	1,150	2,900	+152
Washington	21,650	19,300	−11	2,350	2,600	+11
Oregon	25,500	23,500	−8	3,100	2,900	−6
California	27,000	21,000	−22	.....	.....	....
Western states	78,830	74,350	−6	7,980	11,060	+39
Total 12 states	92,000	88,040	−4	132,010	103,720	−21

Plums and Prunes

In California prospects declined during July, as early varieties failed to make satisfactory size and some fruit was lost from sunburn.

The California prune crop is estimated at 20 percent above last year but 2 percent below average. While there are some reports of dropping, and of sunburn injury and brown rot in some areas, these losses were offset by good sizing.

The prospective 1954 production of prunes for all purposes in Idaho, Washington and Oregon is estimated at 59,800 tons (fresh basis), one-third less than last year and only 54 percent of average. The drop continued heavy during July in Idaho and eastern Washington.

State	1953	1954 Indicated	Percent change from 1953
	(tons—fresh basis)		
Plums:			
Michigan	6,400	6,000	−6
California	86,000	67,000	−22
Prunes:			
Idaho	19,500	13,000	−33
Washington, all	21,700	12,200	−44
Eastern Washington	18,400	10,000	−46
Western Washington	3,300	2,200	−33
Oregon, all	48,400	34,600	−29
Eastern Oregon	14,400	1,600	−89
Western Oregon	34,000	33,000	−3
	(tons—dry basis)		
California	146,000	175,000	+20

Grapes

In California, warm dry weather during July was favorable for the development of grapes but the effects of the June sunburn damage, which is still showing up, resulted in some reduction in prospects from a month ago, particularly of the wine and raisin variety groups.

In New York, grapes continued to make good development. A small amount of damage resulted from hail and wind in the Finger Lakes area during July but this was offset by improvement in the Chautauqua area. The set of fruit in Pennsylvania is very heavy and clusters are large.

In Ohio, dry weather during July retarded growth but with rains the first week of August, prospects continue good. Harvest will start about the middle of September in the northern part of the state. Grapes in Michigan made good progress during July. The damage anticipated by black rot after the early July rains did not materialize and a good quality crop is expected.

State	1953	1954 Indicated	Percent change from 1953
	(tons)	(tons)	
New York	67,200	65,800	−2
Pennsylvania	17,000	20,700	+22
Ohio	16,500	15,000	−9
Michigan	49,500	38,000	−23
Arkansas	3,000	5,200	+73
Washington	46,100	37,000	−20
California	2,475,000	2,449,000	−1
Other states	21,700	21,000	−3
U. S. Total	2,696,000	2,651,700	−2

Citrus

Prospects for the 1954-55 citrus crops are generally good. Weather conditions in all areas during July were generally favorable for the development of the new crops.

Groves in Florida are in good condition and fruit for the 1954-55 crop is sizing normally. Soil moisture is ample. In Texas, water for irrigation is still plentiful and fruit is continuing to size well. Trees are in good condition. The damage from the tropical storm in late June was not as severe as indicated earlier. Some oranges will be ready for harvest by mid-September. The set of citrus in Arizona is very good and the crop is sizing well.

In California, some dropping of small fruit has occurred, but prospects for the new crop remain good.

Prospects for Potatoes, Other Field Crops

Production prospects declined during July for many of the later growing crops. Searing temperatures and short rainfall were rather general over much of the country, with the adverse effects varying from light to severe. The net result is an aggregate volume of all crops about 5 percent less than expected in July, according to the Crop Reporting Board.

Sweet Potatoes

The sweet potato crop is now placed at 30,939,000 bushels, the third smallest since 1881. Production this year is indicated to be 9 percent smaller than in 1953 and 39 percent less than the 10-year average. Total output is expected to be 5 percent smaller than estimated on July 1. The increases over a month ago in Delaware, Virginia, North Carolina and Alabama are more than offset by declines elsewhere, notably in Texas.

There is no change from July 1 in the estimate of the Louisiana crop. In Texas, the drought curtailed prospective yields very sharply. In New Jersey, continued drought during July practically stopped vine growth and the indicated production on August 1 is 12 percent less than a month earlier.

State	1953	1954 Indicated	Percent change from 1953
	(thousand bushels)		
New Jersey	2,445	2,240	−8
Maryland	1,170	840	−28
Virginia	2,850	2,700	−5
North Carolina	4,725	4,200	−11
South Carolina	2,565	1,840	−28
Georgia	2,158	1,500	−30
Tennessee	880	1,170	+33
Alabama	1,190	1,040	−13
Mississippi	1,309	1,411	+8
Louisiana	8,736	9,025	+3
Texas	2,550	1,485	−42
Other states	3,396	3,488	+3
U. S. Total	33,974	30,939	−9

Potatoes

The 1954 potato crop, including winter, spring and summer potatoes already harvested, is now placed at 344,581,000 bushels—1 million bushels less than indicated a month ago. The prospective crop this year is 8 percent smaller than last year and 16 percent less than the 1943-52 average. Except for the short 1951 crop, production this year is indicated to be the smallest in 15 years.

Group	1953	1954 Indicated	Percent change from 1953
	(thousand bushels)		
Late states:			
Eastern states	110,858	104,420	−6
Central states	63,534	61,300	−4
Western states	115,712	110,619	−4
Total 29 late states	290,404	276,339	−5
Intermediate states	17,759	14,570	−18
Early states	65,548	53,672	−18
U. S. Total	373,711	344,581	−8

Dry Beans

In the northeastern bean area, dry weather in New York resulted in lower prospective yields than indicated a month ago. This was more than offset by the increase reported in Michigan, where beans generally made good progress during July.

The northwestern bean area indicates little change from a month ago. In the southwest (Pinto) area, timely rains sharply improved prospects in Colorado. New Mexico and Arizona indicate no change from a month ago, while yield prospects are lower on the small acreage in Utah. Conditions remain favorable in California and the relatively high yields of large limas, baby limas and other beans reported this month are the same as indicated on July 1.

State	1953	1954 Indicated	Percent change from 1953
	(thousand bags)		
New York	1,518	1,522	.....
Michigan	3,906	4,590	+18
Nebraska	1,258	1,326	+5
Idaho	2,850	3,052	+7
Colorado	2,274	1,806	−21
California:			
Large lima	1,263	1,387	+10
Baby lima	702	720	+3
Other	2,465	2,638	+7
Other states	1,878	2,296	+22
U. S. Total	18,114	19,337	+7

Dry Peas

Dry pea production is estimated at 3,909,000 bags (100 pounds uncleaned basis). This is 3 percent above the July 1 forecast and is 17 percent above last year. Although the crop this year is the largest since 1947, it is only about 70 percent of average.

Durum Wheat

Production of durum wheat is estimated at 12,436,000 bushels, a third less than the July 1 forecast. The indicated 1954 durum wheat crop is 4 percent less than the small 1953 crop, about one-third of average, and the third smallest of record.

Rust infestation, which was present on July 1 throughout the major producing areas of the Dakotas and Minnesota, and some shortage of soil moisture resulted in a sharp reduction in prospective production during July. Harvest of durum wheat had started by August 1 in the Dakotas and Minnesota.

Canners Technician Schools

Technician schools for instruction in the Howard mold count on tomato products were held as usual in Indiana and New York.

The school conducted by the Indiana Canners Association was held at Purdue University, Lafayette, Ind., July 14-23. In attendance were 67 students from 30 canning firms from Indiana, Ohio, Illinois, Kentucky, and New York.

In New York, the school conducted by the New York State Canners and Freezers Association was held at the Geneva Experiment Station branch of Cornell University, July 28-August 6. In attendance were 23 students from 13 canning firms in New York and one in Michigan.

At each school representatives of the research departments of the American Can Company and the Continental Can Company assisted members of the Microanalytical Division of the N.C.A. Washington Research Laboratory in giving the instruction.

Text of FDA Order Amending Standard of Identity for Catsup

Following is the text of the Food and Drug Administration order amending the definition and standard of identity for catsup, as published in the *Federal Register* of August 10:

TITLE 21—FOOD AND DRUGS

Chapter I—Food and Drug Administration, Department of Health, Education, and Welfare

PART 53—TOMATO PRODUCTS; DEFINITIONS AND STANDARDS OF IDENTITY; QUALITY; AND FILL OF CONTAINER

STANDARD OF IDENTITY FOR CATSUP, KETCHUP, CATCHUP

In the matter of amending the definition and standard of identity for catsup, ketchup, catchup:

On May 11, 1954, a notice of proposed rule making was published in the *Federal Register* (19 F.R. 2704) setting forth a proposal to amend the definition and standard of identity for catsup (21 CFR 53.10) and allowing 30 days for interested persons to submit in writing their views regarding the proposal. Upon consideration of the views presented and other relevant information, it is concluded that honesty and fair dealing in the interest of consumers will be promoted by modifying the proposal so that as modified the amendments will read as hereinafter set forth. Therefore, pursuant to the authority vested in the Secretary by the provisions of the Federal Food, Drug, and Cosmetic Act (sec. 401, 52 Stat. 1046, as amended by 68 Stat. 54, 55; 21 U.S.C. 341): *It is hereby ordered*, That the definition and standard of identity for catsup, ketchup, catchup (21 CFR 53.10) be amended as follows:

1. In § 53.10 *Catsup, ketchup, catchup; identity; label statement of optional ingredients* paragraph (a) is amended by changing the sentence "It is concentrated, and is seasoned with sugar or a mixture of sugar and dextrose (refined corn sugar), salt, a vinegar or vinegars, spices or flavorings or both, and onions or garlic or both" to read as follows: "It is concentrated and seasoned with salt, a vinegar or vinegars, spices or flavorings or both, and onions or garlic or both and is sweetened with sugar or a mixture of sugar and dextrose or a mixture of sugar (or sugar and dextrose) with corn sirup or dried corn sirup or both, in such quantity that the weight of the solids of the corn sirup or dried corn sirup or both is not more than one-third of the weight of the solids of such mixture."

2. Section 53.10 is further amended by renumbering paragraph (b) as (c) and adding the following new paragraph (b):

(b) For the purposes of this section, the term "corn sirup" means refined corn sirup (including dried corn sirup) the solids of which contain not less than 40 percent by weight of reducing sugars calculated as anhydrous dextrose.

Any person who will be adversely affected by the foregoing order may at any time prior to the thirtieth day from the date of publication of this order in the *Federal Register* file with the Hearing Clerk, Department of Health, Education, and Welfare, Room 5440, Health, Education, and Welfare Building, 330 Independence Avenue SW., Washington 25, D. C., written objections thereto. Objections shall show wherein the person filing will be adversely affected by the order, shall specify with particularity the provisions of the order deemed objectionable and the grounds for the objections, and shall request a public hearing upon the objections. Objections may be accompanied by a memorandum or brief in support thereof. All documents shall be filed in quintuplicate.

Effective date. This order shall become effective on the sixtieth day after its publication in the *Federal Register*, except as to any of its provisions that may be stayed by the filing of objections thereto. Notice of the filing of objections, or lack thereof, will be announced by publication in the *Federal Register*.

Dated: August 4, 1954.

(Sec. 701, 52 Stat. 1055; 21 U.S.C. 371. Interprets or applies sec. 401, 52 Stat. 1046; 21 U.S.C. 341)

[SEAL] OVETA CULP HOBBY, *Secretary.*

[F. R. Doc. 54-6122; Filed, Aug. 9, 1954; 8:49 a.m.]

Maine Potato Producers Approve Marketing Order

Maine potato producers voting in the referendum held from July 29 through August 4 favored issuance by the Secretary of Agriculture of a marketing order regulating the handling of potatoes grown in the State of Maine.

USDA announced that potato producers representing about 54 percent of the production in Maine voted in the referendum. Of the producers voting, 76 percent by number and 77 percent of production favored issuance of the order.

USDA explained in its announcement that "under the Agricultural Marketing Agreement Act of 1937, as amended, a federal marketing order must be favored by at least two-thirds of the producers or two-thirds of the production voting in a referendum. A marketing agreement may also be issued if potato handlers representing at least 50 percent of the crop sign the agreement."

Handlers of Maine potatoes are given an opportunity to sign a marketing agreement which contains the same provisions as the marketing order which has just been approved by growers, USDA said.

FDA Statement of Policy on Experimental Shipments

The Food and Drug Administration has revised a provision of its regulation governing the issuance of temporary permits for shipment of experimental packs.

The revision modifies the regulation issued April 22 and published in the INFORMATION LETTER of May 1, page 178.

Following is the text of the FDA announcement, as published in the *Federal Register* of August 11:

TITLE 21—FOOD AND DRUGS

Chapter I—Food and Drug Administration, Department of Health, Education, and Welfare

PART 3—STATEMENTS OF GENERAL POLICY OR INTERPRETATION

TEMPORARY PERMITS FOR INTERSTATE SHIPMENT OF EXPERIMENTAL PACKS OF FOOD VARYING FROM THE REQUIREMENTS OF DEFINITIONS AND STANDARDS OF IDENTITY

Effective upon publication in the *Federal Register*, § 3.12(c)(6) is revised to read as follows:

§ 3.12 *Temporary permits for interstate shipment of experimental packs of food varying from the requirements of definitions and standards of identity.* * * *

(c) * * *

(6) The amount of any new ingredient to be added; the amount of any ingredient, required by the standard, to be eliminated; any change of concentration not contemplated by the standard; or any change in name that would more appropriately describe the new product under test. If such new ingredient is not a commonly known food ingredient, a description of its properties and basis for concluding that it is not a deleterious substance.

(Sec. 701, 52 Stat. 1055; 21 U.S.C. 371. Interprets or applies secs. 306, 401, 403; 52 Stat. 1045, 1046, as amended 68 Stat. 54; 53 Stat. 1047; 21 U.S.C. 336, 341, 343)

Dated: August 5, 1954.

[SEAL] OVETA CULP HOBBY, *Secretary.*

[F. R. Doc. 54-6197; Filed, Aug. 10, 1954; 8:50 a.m.]

C&T Program Featured

The current N.C.A. Consumer and Trade Relations program is described in an illustrated 5½-page feature article in the Yearbook of *Good Packaging* magazine, distributed this week.

The article oulines the C & T program's objective to strengthen the industry's position in the trade and to create in the minds of consumers the prestige and basic virtues of canned foods, along with other details of the various publicity releases for magazines, newspapers, radio, and television; appointment of committees to supervise this program; publications for canners' use to promote sales of canned foods; and highlights of other current industry promotions.

Recent C&T Releases

A number of consumer and trade press releases pointing up the values and advantages of canned foods have been issued in the past two weeks as part of the current N.C.A. Consumer and Trade Relations program. The releases are as follows:

Kitchen-Air, radio release to 178 broadcasters of women's programs in 47 states with an estimated listening audience of 12 million, included a paragraph on quality control for canned foods.

Timely Talks, radio release to 179 broadcasters of women's programs in 47 states with an estimated listening audience of 11 million, included a paragraph on the theme that "science makes canned foods better."

Canned Foods for VA

The Veterans Administration has invited sealed bids to furnish the following:

BLUEBERRIES—2,000 dozen No. 10 cans, water pack, or equivalent in No. 2 cans. Bids due under S-63 by Aug. 24.

SALMON—quantities of red or sockeye salmon in No. 1 cans and chum or keta salmon in 4-lb. cans. Bids due under S-65 by Aug. 24.

TUNA—36,000 dozen No. ½ cans or 12,000 dozen No. 1 cans. Bids due under S-65 by Aug. 24.

TOMATO JUICE—19,000 dozen No. 10 cans, or equivalent in 46-oz. cans. Bids due under S-57 by Aug. 24.

VEGETABLE JUICE COCKTAIL—8,100 dozen 46-oz. cans. Bids due under S-57 by Aug. 24.

TOMATO PUREE—13,500 dozen No. 10 cans, or equivalent in No. 2½ or No. 2 cans. Bids due under S-59 by Aug. 30.

CATSUP—4,835 dozen No. 10 cans. Bids due under S-59 by Aug. 30.

LIMA BEANS—6,050 dozen No. 10 cans, or equivalent in No. 2½ or No. 2 cans. Bids due under S-31 by Aug. 30.

The Canning Industry

(Concluded from page 265)

acceptance and consumption of canned foods, and gaining recognition in all quarters of the vital importance of canning to the public welfare.

N.C.A. members are being asked to disseminate information contained in *The Canning Industry* to their local news and radio outlets, and to use it locally as background for their appearances before clubs and organizations, and in their own public relations programs.

Copies of the earlier edition, in 1952, gained widespread distribution, through the efforts both of the N.C.A. and individual canners.

It was used in furnishing information for newspapers, magazines, writers, radio and television program directors, high school and college students, and others. It lends itself as source material for articles, broadcasts, and speeches. Copies were sent by N.C.A. to university and college libraries and to municipal libraries in the cities of largest population, to news and food desks of metropolitan newspapers, news syndicates, and wire services.

Canners also have reported use of the publication at their local levels. Many canners requested and received additional copies for placement in school rooms. Others used the material in speeches to civic and professional groups, and distributed copies at the meetings. Other canners used the publication as background information on the industry for their employees and as reading material in reception rooms at their offices.

Philippine Trade Agreement

Consultations between Philippine and United States delegations on modification of the Philippine Trade Agreement will begin in Washington in a few weeks, it is announced by the State Department.

The consultations will cover all aspects of the 1946 trade agreement between the two countries and "any related matters, including particularly tariff arrangements, parity treatment, and currency provisions."

The U. S. delegation will conduct public hearings and receive briefs from any interested person, partnership, or corporation at dates and places to be announced later.

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